Communication Listening, Perceptions, and Prejudice

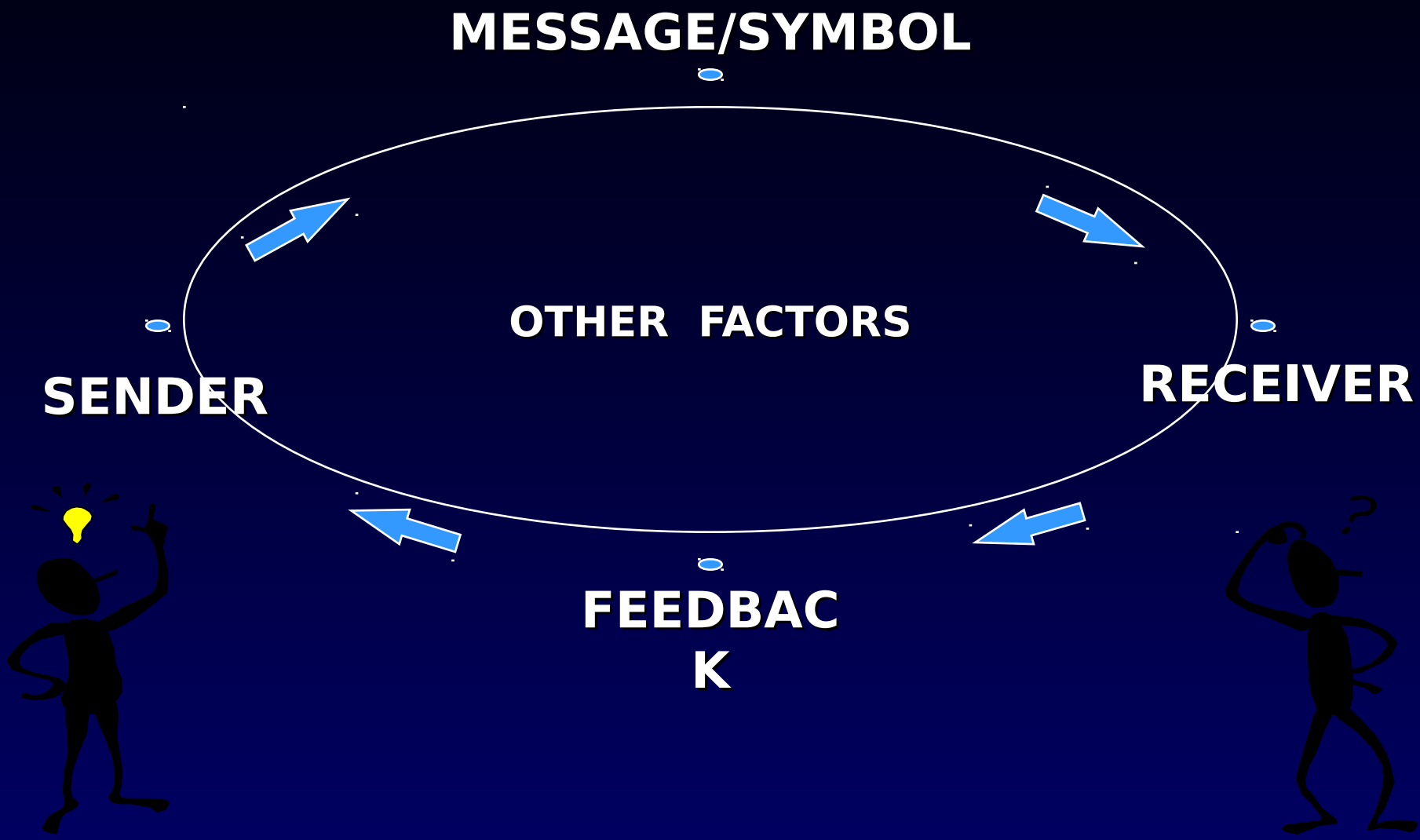
COMMUNICATION

Communication

Definition - The transmission of information, ideas, attitudes or emotions from one person to another, by conveying those ideas through written or spoken symbols or other verbal or non-verbal signs.

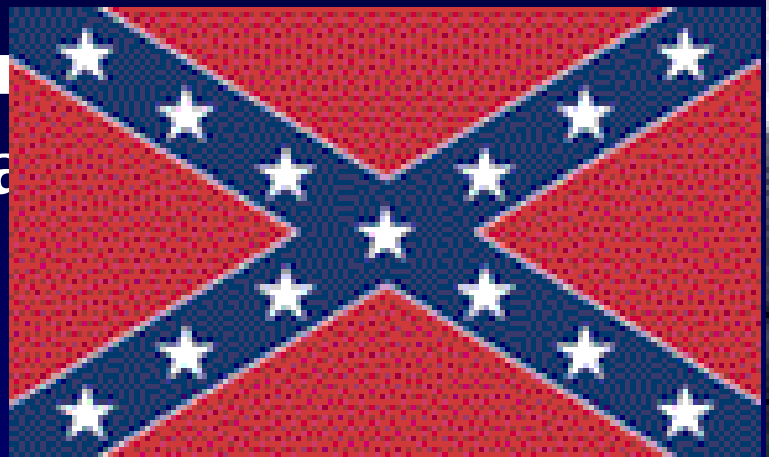
“I’ll bet my dad can lick your dad.”

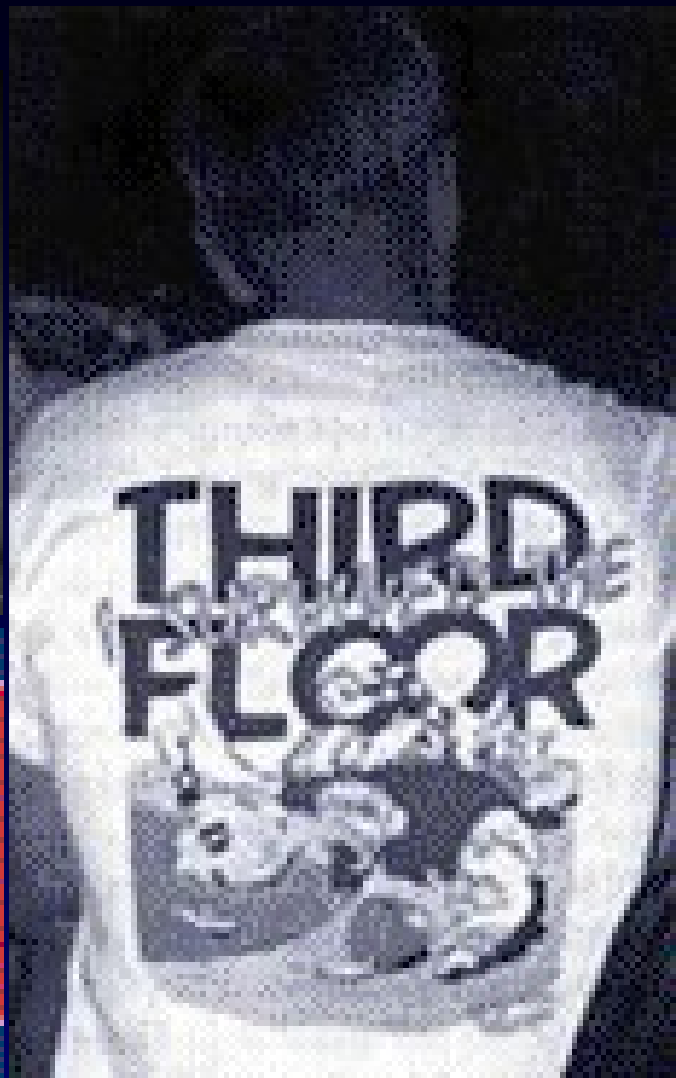
Communication Process

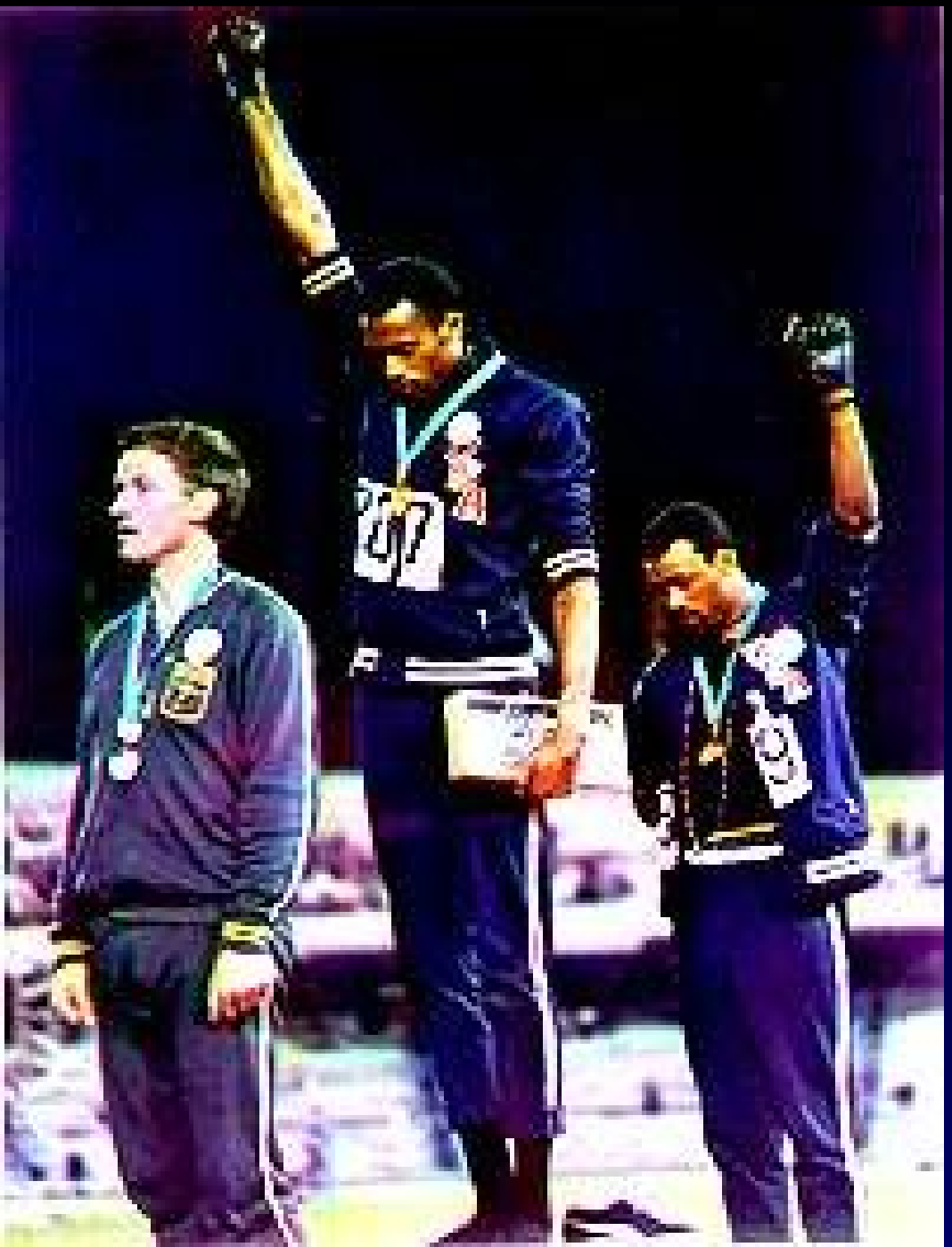


Non-Verbal Communication

- Lack of Eye Contact
- Swastika
- Religious Symbols
- Bumper Stickers
- Hand Sign
- Confederate Flag







The Black Power Movement Comes to the Olympics

- Raised right hand
  - Power in Black America
- Raised left hand
  - Unity of Black America
- Together
  - Arch of Unity & Power
- Black Scarf
  - Black Pride

1968 Mexico City Olympic Games

LISTENING

Listening

Definition - A complex process involving four separated but interrelated components:

- **Receiving**
- **Attending**
- **Assigning Meaning**
- **Remembering**

“We won’t have a problem finding the car tonight. I left the radio on full blast when I parked this morning.”

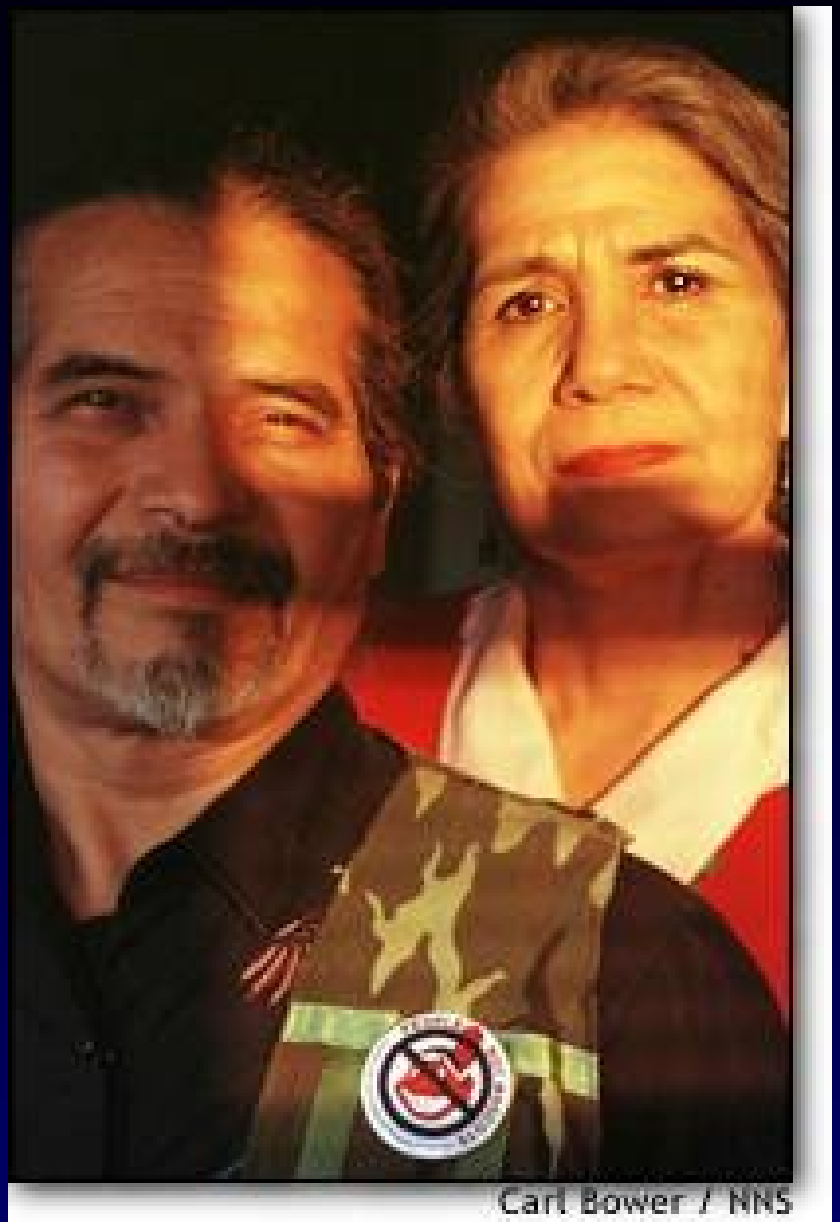
PERCEPTION

PERCEPTION

Definition - A person's immediate experience of other persons or objects gained through the sense organs, and somewhat modified by the perceiver's personal characteristics and by societal influences.

STEREOTYPE

Stereotyping



Categorizing people in a fixed or general pattern which may lead to making invalid assumptions regarding the particular group and

PREJUDICE

Prejudice

Definition - A judgement against, or an opinion contrary to, anything without just grounds or sufficient knowledge.

Similar to stereotyping, prejudice is a faulty and inflexible generalization based on an individual's aversion or dislike towards a person or group.

Origin of Prejudice

- Childhood fears
- Authoritarian parents
- Parental attitudes
- Media